CLAIMS

1. A method of making a play board for a magnetically guided toy, the method comprising:
   a) providing a substrate;
   b) printing a graphic image on the substrate; and
   c) printing ferromagnetic ink over the substrate to form a guide path for the magnetically guided toy to follow.

2. The method of claim 1 wherein the guide path is printed using silk screening techniques.

3. The method of claim 2 further comprising applying a protective layer over the guide path.

4. The method of claim 3 wherein said protective layer is a polypropylene film laminated over the guide path.

5. The method of claim 1 further comprising printing a story on the substrate, and binding the substrate in a book.

6. The method of claim 1 further comprising affixing said substrate to a rigid support.

7. A method of making a playboard for a magnetically guided toy, the method comprising:
   (a) providing a substrate;
   (b) printing a graphic image on a first side of the substrate;
   (c) silkscreening a ferromagnetic ink on a second side of the substrate to form a guide path for the magnetically guided toy to follow; and
   (d) applying a clear protective layer over the second side of the substrate.

8. The method of claim 7 further comprising applying a U.V. protective coating over the graphic image.

9. A method of making a play board for a magnetically guided toy, the method comprising;

(a) providing a substrate;

(b) printing a graphic image as a first side of the substrate;

(c) silkscreening a ferromagnetic ink on a second side of the substrate to form a guide path for the magnetically guided toy; and

(d) adhering an opaque sheet over the guide path and to the second side of the substrate.

10. The method of claim 9 further comprising applying a U.V. protective coating over the graphic image.

11. The method of claim 9 wherein the substrate is paper.

12. The method of claim 9 wherein the opaque sheet is paper.

13. The magnetically guided travelling toy comprising:

a body;

two motor driven wheels at a back end of the body; and

a magnetically guided wheel assembly at a front end of the body; the wheel assembly including a magnet/wheel holder pivotably coupled to the body, a forward projecting arm, a magnetic disposed to the underside of the arm at a distal end, and one wheel with an axis of rotation perpendicular to, and intersecting with the pivot axis of the holder.

14. The toy of claim 13 further comprising a front wheel self-centering mechanism coupled with the magnet/wheel holder such that the direction of the front wheel centers in the line of the forward direction of travel when the toy is lifted off of a playing board surface.